# GOVERNMENT OF INDIA
# TOURISM
# LOK SABHA

UNSTARRED QUESTION NO:2419
ANSWERED ON:01.08.2016
Mis-use of Logo of Tourism Ministry
Adityanath Shri Yogi

**Will the Minister of TOURISM be pleased to state:**

(a) whether the Government has accorded permission to use the logo of "incredible India" campaign for the purpose of promotion and advertisements for which economic assistance has been extended by the tourism offices situated abroad and if so, the details thereof;
(b) whether it has come to the notice of the Government that the travel agencies in the country are misleading tourists by resorting to the illegal use of logo of the Ministry;
(c) if so, the details thereof; and
(d) the steps taken by the Government to prevent such misuse of the Government logo?

## Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism (MoT) has issued guidelines for use of Incredible India logo. As per the guidelines, it is permissible for the Travel Agents and Tour Operators overseas to use the Incredible India logo only for events, brochures, publicity material and advertisements for promoting India, for which monetary support has been extended by the India Tourism Offices (ITOs) overseas. Usage of logo has been extended to tour operators, travel agents under joint advertisements and brochure support etc.

(b) to (d): Complaints received from various stakeholders of the travel and tourism industry regarding misuse of the Incredible India logo by unapproved service providers in the country are forwarded to the Police authorities for necessary action, as and when received.

In order to prevent infringement or misuse of the Incredible India logo in any way to compromise the brand identity, the Incredible India Logo has been registered in the name of Ministry of Tourism (MoT), Government of India, under the trade mark Act 1999 and can be used only by Service providers approved by the MoT.

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